

FIG. 1

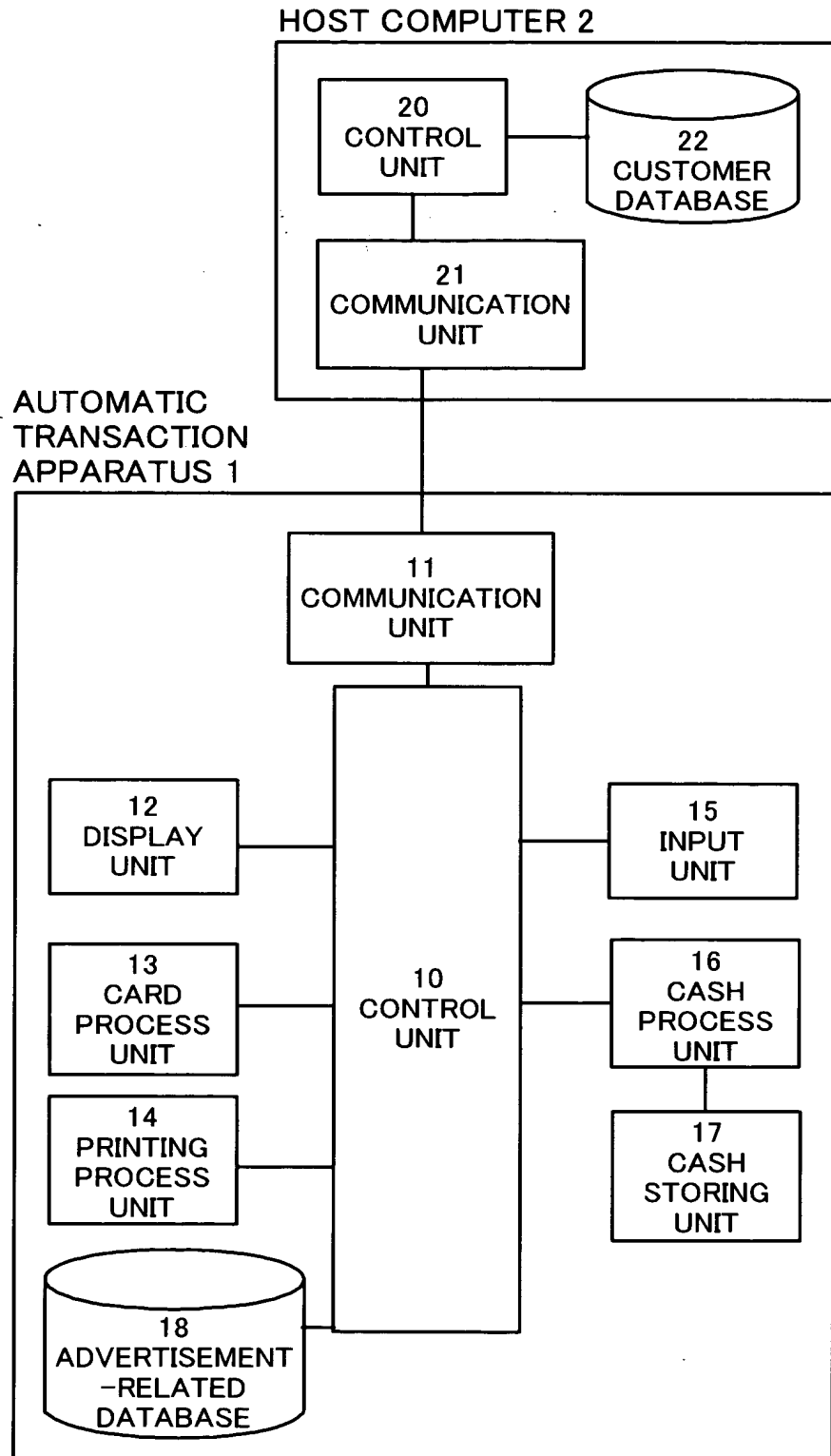
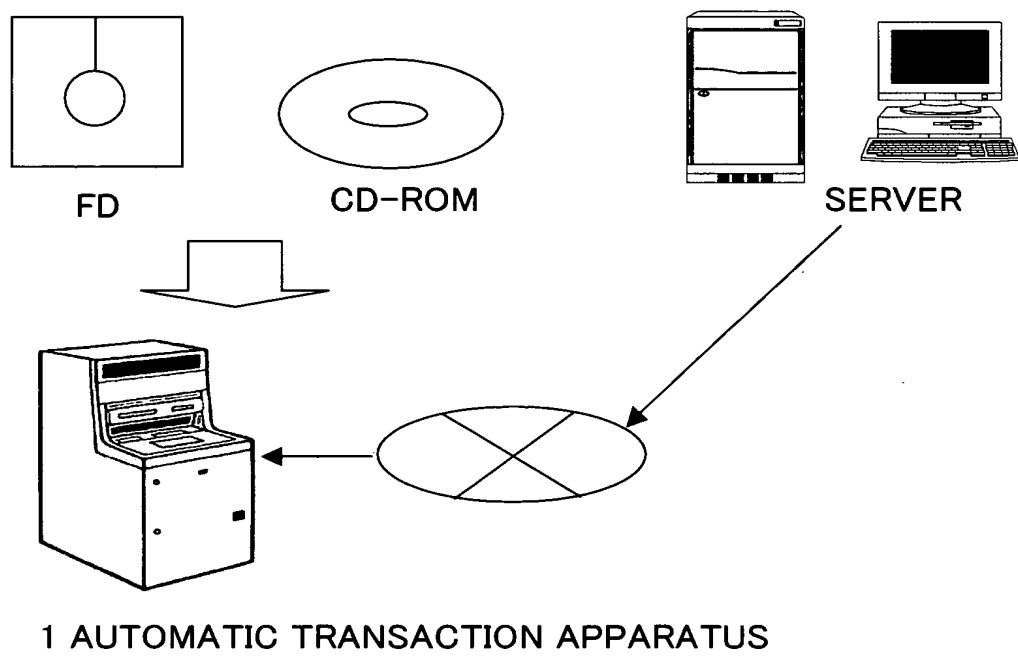


FIG. 2



**FIG. 3**

ADVERTISEMENT ID	ADVERTISEMENT CONTENTS	COUPON ID	COUPON CONTENTS	NAME OF SPONSOR
1	ADVERTISEMENT CONTENTS DATA 1	1-1	COUPON CONTENTS DATA 1-1	SPONSOR A
		1-2	COUPON CONTENTS DATA 1-2	
2	ADVERTISEMENT CONTENTS DATA 2	2-1	COUPON CONTENTS DATA 2-1	SPONSOR B
3	ADVERTISEMENT CONTENTS DATA 3	3-1	COUPON CONTENTS DATA 3-1	SPONSOR C
4	ADVERTISEMENT CONTENTS DATA 4	4-1	COUPON CONTENTS DATA 4-1	SPONSOR D
...	...	...	...	...

FIG. 4

ATTRIBUTE SEGMENT	AGE	SEX	BALANCE IN DEPOSIT	ADVERTISEMENT ID	COUPON ID	PRIORITY	
...	...	...	...	...	...	...	...
n	20~ 29	MALE	0.1 MILLION OR MORE	1	1-1	70%	
n + 1				2	2-1	20%	
n + 2				3	3-1	10%	
n + 3				1	1-1	100%	
n + 4		FEMALE	0.1 MILLION OR MORE	1	1-2	100%	
n + 5			LESS THAN 0.1 MILLION	1	1-2	100%	
n + 6			0.1 MILLION OR MORE	4	4-1	100%	
n + 7			LESS THAN 0.1 MILLION	4	4-1	100%	
n + 8	30~ 39	MALE	0.1 MILLION OR MORE	4	4-1	100%	
n + 9			LESS THAN 0.1 MILLION	4	4-1	100%	
...	...	...	...	...	...	...	...

FIG. 5

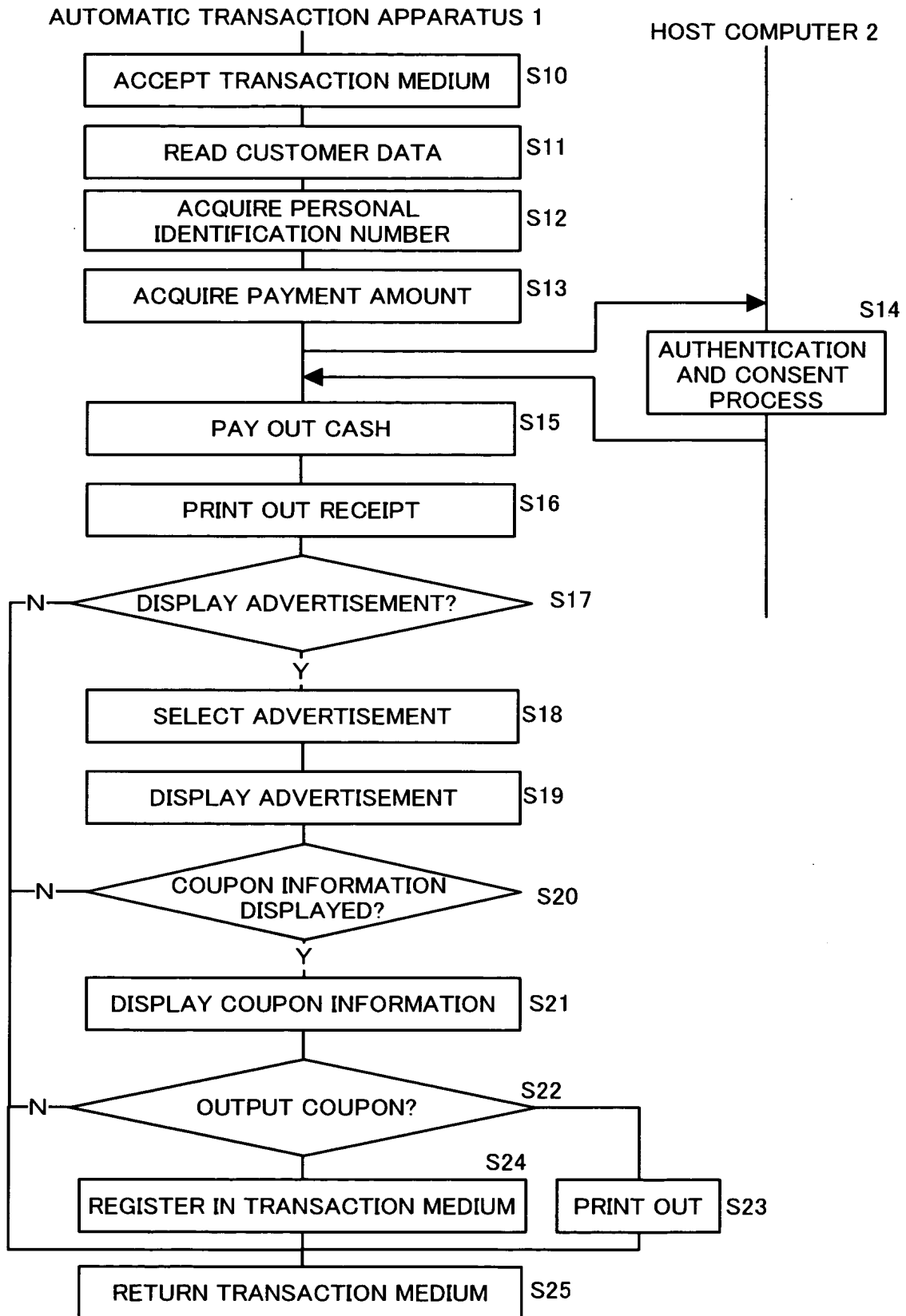


FIG. 6

PLEASE PRESS THE BUTTON OF  
THE TRANSACTION YOU WILL USE.

PAYMENT

RECEIVING

TRANSFER

PRINTING  
IN BOOK

FIG. 7

PLEASE ENTER YOUR PERSONAL  
IDENTIFICATION NUMBER.

1 2 3 4

7

8

9

CORRECTION

4

5

6

0

1

2

3

CONFIRMED

FIG. 8

PLEASE ENTER THE AMOUNT  
TO BE PAID.

¥ 1 0 , 0 0 0

7

8

9

CORRECTION

4

5

6

0

1

2

3

CONFIRMED

FIG. 9

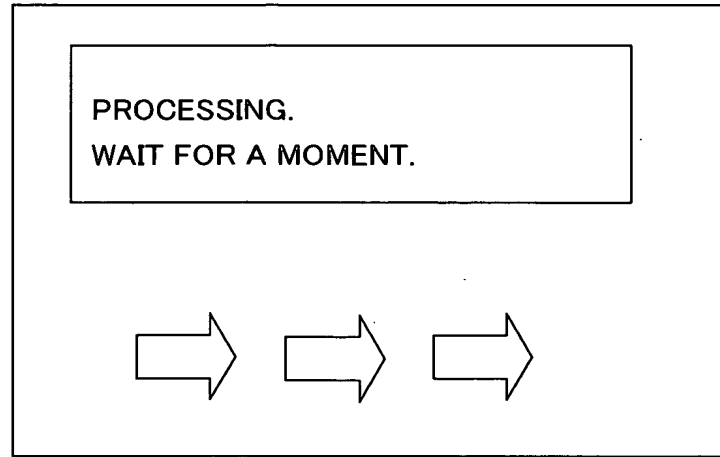


FIG. 10

A MESSAGE ABOUT COUPONS WILL BE  
SHOWN BEFORE RETURNING YOUR CARD.  
WOULD YOU LIKE TO USE IT?

YES NO

FIG. 11

ADVANTAGE-OFFERING INFORMATION FROM  
△□ BRANCH STORE OF ○× HAMBURGER  
NOW, SHOW A COUPON AND YOU CAN GET A  
HAMBURGER AT 50 YEN OFF,  
IN ADDITION, A PACK OF FRENCH FRIES AT  
30 YEN OFF.  
WE WELCOME YOU ANYTIME.  
WE ARE LOCATED NEXT TO ○○ BRANCH  
OFFICE OF ×× BANK IN FRONT OF ○○  
STATION.

ADVANTAGE-OFFERING  
COUPON INFORMATION

END



FIG. 12

**PRESS BUTTON OF COUPON  
YOU WOULD LIKE TO USE.**

**HAMBURGER AT 50 YEN OFF**

**FRENCH FRIES AT 30 YEN OFF**

**VALID FOR  
DEC. 31, 2001**

**PRINT  
COUPON**

**REGISTER  
COUPON IN CARD**

**END**

FIG. 13

**SHOW THIS COUPON  
AT △□ BRANCH  
STORE OF ○×  
HAMBURGER AND  
YOU CAN GET**

**A PACK OF  
FRENCH FRIES  
AT 30 YEN OFF.**

**RECEIVE YOUR  
CARD.**

FIG. 14

TRANSACTION STATEMENT		
O × BANK		
<div>TRANSACTION NO. * * * * *</div>		<div>TRANSACTION CONTENTS * * * * *</div>
<div>BANK NO. * * * *</div>	<div>BRANCH NO. * * * *</div>	<div>ACCOUNT NO. * * * * *</div>
<div>DATE OF TRANSACTION * * . * * . *</div>	<div>AMOUNT TRANSACTED ¥ * * * * *</div>	
<div>BALANCE ¥ * * * * *</div>		
<div>REMARK: ADVANTAGE-OFFERING COUPON</div> <div>HAMBURGER AT 50 YEN OFF</div> <div>A PACK OF FRENCH FRIES AT 30 YEN OFF</div>		

# FIG. 15

## USAGE HISTORY INFORMATION

JUNE 16, 2001

20~29	MALE	0.1 MILLION OR MORE	ADVERTISEMENTS DISPLAYED:10	COUPONS IN CARD:5	PAPER COUPONS:2
20~29	MALE	LESS THAN 0.1 MILLION	ADVERTISEMENTS DISPLAYED:9	COUPONS IN CARD:1	PAPER COUPONS:0
20~29	FEMALE	0.1 MILLION OR MORE	ADVERTISEMENTS DISPLAYED:8	COUPONS IN CARD:5	PAPER COUPONS:3
20~29	FEMALE	LESS THAN 0.1 MILLION			

.

JUNE 17, 2001

20~29	MALE	0.1 MILLION OR MORE	ADVERTISEMENTS DISPLAYED:1	COUPONS IN CARD:7	PAPER COUPONS:1
20~29	MALE	LESS THAN 0.1 MILLION	ADVERTISEMENTS DISPLAYED:5	COUPONS IN CARD:1	PAPER COUPONS:1
20~29	FEMALE	0.1 MILLION OR MORE	ADVERTISEMENTS DISPLAYED:9	COUPONS IN CARD:5	PAPER COUPONS:3
20~29	FEMALE	LESS THAN 0.1 MILLION			

.

JUNE 16, 2001~JULY 15, 2001 (ACCUMULATED)

20~29	MALE	0.1 MILLION OR MORE	ADVERTISEMENTS DISPLAYED:30	COUPONS IN CARD:18	PAPER COUPONS:10
20~29	MALE	LESS THAN 0.1 MILLION	ADVERTISEMENTS DISPLAYED:20	COUPONS IN CARD:12	PAPER COUPONS:01
20~29	FEMALE	0.1 MILLION OR MORE	ADVERTISEMENTS DISPLAYED:65	COUPONS IN CARD:50	PAPER COUPONS:10
20~29	FEMALE	LESS THAN 0.1 MILLION			

TOTAL FOR THE PERIOD (JANUARY 16, 2001~JULY 15, 2001)

ADVERTISEMENTS DISPLAYED : 530

COUPONS IN CARD : 218

PAPER COUPONS : 310

FIG. 16

TABLE OF CHARGES

MINIMUM CHARGE (FOR ONE (1) ATTRIBUTE SEGMENT)		1,000 YEN × PRIORITY
USAGE-BASED CHARGE	FOR ONE (1) DISPLAY OF AN ADVERTISEMENT	10 YEN
	FOR OUTPUTTING ONE (1) COUPON INTO A CARD	3 YEN
	FOR OUTPUTTING ONE (1) PAPER COUPON	5 YEN